

I claim:

- 1) An digital publishing slot booking system comprising means for
 - a) Viewing available slots
 - b) Selecting a set of available slots using a plurality of criteria
 - (1) Price of slot
 - (2) Duration of contiguous slots
 - (3) Location of playback device
 - (4) Owner of playback device
 - (5) Capabilities of playback device
 - (6) start time or event and
 - (7) end time or event.
 - (8) Frequency of playback
 - (9) Date of playback
 - (10) Day of playback
 - c) Selecting a plurality of selected playback devices
 - d) Selecting a plurality of selected slots for each said selected playback device
 - e) Arranging for payment for said selected slots
 - f) Associating playback content with each said selected slot
 - g) Creating a report of the slots delivered to each said selected playback device
 - h) Creating a report of the slots played by each said selected playback device
 - i) Delivering said playback content to each said selected playback device
- 2) Playback device with means for receiving a plurality of playback data and a plurality of playback instructions, wherein said playback device has means for
 - a) interpreting said playback instructions,
 - b) rendering playback data
- 3) A playback device as in claim 2 wherein said means for rendering playback data is a means for displaying visual data
- 4) A playback device as in claim 2 wherein said means for rendering playback data is a means for producing audio

5) A playback device as in claim 2 wherein said means for rendering playback data is a means for producing radio frequency transmissions

6) A playback device as in claim 2 wherein said means for rendering playback data is a means for producing infra-red transmissions

7) A playback device as in claim 2 with means for receiving and displaying a TV signal

8) A playback device as in claim 2 with means for receiving and playing a radio signal

9) A playback device as in claim 2 with means for receiving and displaying a video signal

10) A playback device as in claim 2 with means for receiving sensor data

11) A playback device as in claim 3 further with means to position visual data on a screen using information from said playback instructions

12) A playback device as in claim 2 with means of a first rendering of playback data and a second rendering of playback data

13) A playback device as in claim 2 with means for controlling a second device attached to playback device.

14) A playback device as in claim 13 wherein said second device is a TV tuner.

15) A playback device as in claim 13 wherein said second device is a broadcast media player.

16) A playback device as in claim 13 wherein said second device is a telephony device

17) A playback device as in claim 13 wherein said second device is a recorded medium playback system (CD player, DVD)

18) A playback device with storage and means for delivery of data to a server computer, at a predetermined time, upon an event trigger, or periodically.

19) An electronic online publishing system comprising

- A first client computer
- A server computer
- A second client computer
- A database

- e) Means for creating a plurality of magazine records in said database
- f) Means for creating a plurality of magazine page records associated with a said magazine record in said database
- g) Means for creating a layout specification with a plurality of layout areas
- h) Upload means for accepting a plurality of playback data files from said second client computer
- i) Means for programming at least one said layout area of said plurality of layout areas comprising the steps of:
 - i) Selecting at least one selected playback data file from said plurality of playback data files
 - ii) Associating said at least one layout area with said selected content file
- j) Means for creating a scripted playback of said selected playback data file in said at least one layout area
- k) Means for storing playback data information in said database
- l) Means for specifying page layout
- m) Means for creating a slot in at least one layout area, wherein said slot has specifications for time, duration, and a plurality of attributes
- n) Means for associating playback data with said slot
- o) Means for creating a first language instruction set representing a page
- p) Means for embedding a second language instruction set for a playback device